

1 Claims

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3 1. A message pushing system (1) for sending messages to
4 recipients, the system comprising a database (2) of
5 details of individual potential recipients,
6 telecommunications links (5) for communicating with
7 message sending (3) and message receiving (4)
8 devices, the message pushing system being adapted to
9 receive a message from a message sending means, the
10 message comprising details of the intended recipient
11 of the message, wherein the message pushing system
12 compares the details of the intended recipient of
13 the message with the database (2) of potential
14 recipient's details thereby establishing one or more
15 members who may be the intended recipient, the
16 message pushing system (1) being adapted to transmit
17 said message to the message receiving means of the
18 one or more members who may be the intended
19 recipient.

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21 2. The message pushing system of Claim 1 wherein the
22 details of individual potential recipients include
23 details of the individual's physical appearance.

24

25 3. The message pushing system of Claim 2 wherein the
26 details are selected from a list comprising their
27 sex, their hair length and colour, their eye colour,
28 their age, their skin colour, their height, and
29 their clothing.

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31 4. The message pushing system of Claim 2 wherein the
32 database includes one or more of the e-mail address,

mobile telephone number, name, address or other contact details of individual potential recipients.

5. The message pushing system of Claim 2 wherein the database also includes information about the location of the recipient.

6. The message pushing system of Claim 5 wherein the information about the location of the recipient includes the current location of the recipient.

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8. The message pushing system of claim 5 wherein the information about the location of the recipient includes frequently visited locations.

9.

10. The message pushing system of claim 5 wherein the information about the location of the recipient includes previous locations.

11.

12. The message pushing system of Claim 1 adapted to allow potential recipients to update their details.

13.

14. The message pushing system of Claim 9 adapted to enable potential recipients to update their details automatically.

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16. The message pushing system of Claim 9 adapted to enable potential recipients to update their details using their message sending means.

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18. The message pushing system of Claim 1 adapted to allow messages to be delivered to recipients without

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1 the sender of the message knowing the identity of
2 the recipient.

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4 13. The message pushing system of Claim 1 wherein the
5 comparison between the details of the potential
6 recipient and member's details on the database does
7 not need to be exact.

8

9 14. The message pushing system of Claim 13 wherein the
10 database also includes information about how close a
11 match between details is required for that message
12 to be sent to that potential recipient.

13

14 15. The message pushing system of Claim 1 wherein one
15 device can function as both a message sending means
16 and a message receiving means.

17

18 16. The message pushing system of Claim 15 wherein the
19 message sending means and message receiving means
20 are mobile telephones using WAP or I-MODE.

21

22 17. The message pushing system of Claim 1 wherein the
23 telecommunications links may comprise the internet.

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25 18. The message pushing system of Claim 1 wherein the
26 message comprises one of an e-mail, a text message,
27 a visual message or a multi-media message.

28

29 19. The message pushing system of Claim 1 wherein the
30 database is a relational database.

31

32 20. The message pushing system of Claim 1 wherein the
33 message is transmitted to the recipient or

1 recipients only on request from the recipient or
2 recipients.

3

4 21. The message pushing system of Claim 20 wherein a web
5 site is used to display the message.

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7 22. A messaging system comprising the message pushing
8 system of Claim 1 and a plurality of message sending
9 and message receiving means, adapted to send
10 messages to and receive message from the message
11 pushing system.

12

13 23. A method of transmitting a message to one or more
14 recipients, the method comprising the steps of:
15 (a) creating a database (2) of details of the
16 appearance and location of individual potential
17 recipients for messages;
18 (b) receiving messages at a central message pushing
19 system (2), the messages including details of the
20 appearance and location of the intended recipient
21 for a message;
22 (c) comparing the details of the appearance and
23 location of the intended recipient with the details
24 stored in the database, thereby identifying one or
25 more possible intended recipients.

26

27 24. The method of Claim 23 further comprising the step
28 of sending the message to message receiving means
29 (4) belonging to the possible intended recipients.

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31 25. The method of Claim 23 wherein the details of
32 individual potential recipients include details of
33 the individual's physical appearance.

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2 26. The method of Claim 25 wherein the details are
3 selected from a list comprising their sex, their
4 hair length and colour, their eye colour, their age,
5 their skin colour, their height, and their clothing.

6
7 27.
8 26. The method of Claim 23 wherein the database will
9 also includes the e-mail address, mobile telephone
10 number, name, address or other contact details of
individual potential recipients.

11
12 28.
13 27. The method of Claim 23 wherein the database also
14 includes information about the location of the
recipient.

15 29.
16 28. The method of Claim 27 wherein the information about
17 the location of the recipient includes the current
18 location of the recipient.

19
20 30.
21 29. The method of claim 27 wherein the information about
22 the location of the recipient includes frequently
visited locations.

23
24 31.
25 30. The method of claim 27 wherein the information about
26 the location of the recipient includes previous
locations.

27
28 32.
29 31. The method of claim 23 wherein the database also
30 includes information about how close a match between
31 details is required for that message to be sent to
that potential recipient.

32

1 32. The method of Claim 23 adapted to allow potential
2 recipients to update their details.

3 33.

4 33. The method of Claim 32 adapted to enable potential
5 recipients to update their details automatically.

6 34.

7 34. The method of Claim 32 adapted to enable potential
8 recipients to update their details using their
9 message sending means.

10 35.

11 35. The method of Claim 23 wherein messages are
12 delivered to recipients without the sender of the
13 message knowing who the recipient is.

14 36.

15 36. The method of Claim 23 wherein the comparison
16 between the details of the potential recipient and
17 member's details on the database does not need to be
18 exact.

19 37.

20 37. The method of Claim 36 wherein the database also
21 includes information about how close a match between
22 details is required for that message to be sent to
23 that potential recipient.

24 38.

25 38. The method of Claim 23 wherein one device can
26 function as both a message sending means and a
27 message receiving means.

28 39.

29 39. The method of Claim 38 wherein the message sending
30 means and message receiving means are mobile
31 telephones using WAP or I-MODE.

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1 41.
2 40. The method of Claim 23 wherein the
3 telecommunications links may comprise the internet.

4 42.
5 41. The method of Claim 23 wherein the message comprises
6 one of an e-mail, a text message, a visual message
7 or a multi-media message.

8 43.
9 42. The method of Claim 23 wherein the database is a
10 relational database.

11 44.
12 43. The method of Claim 23 wherein the message is
13 transmitted to the recipient or recipients only on
14 request from the recipient or recipients.

15 45.
16 44. The method of Claim 43 wherein a web site is used to
17 display the message.

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